

FIG. 1

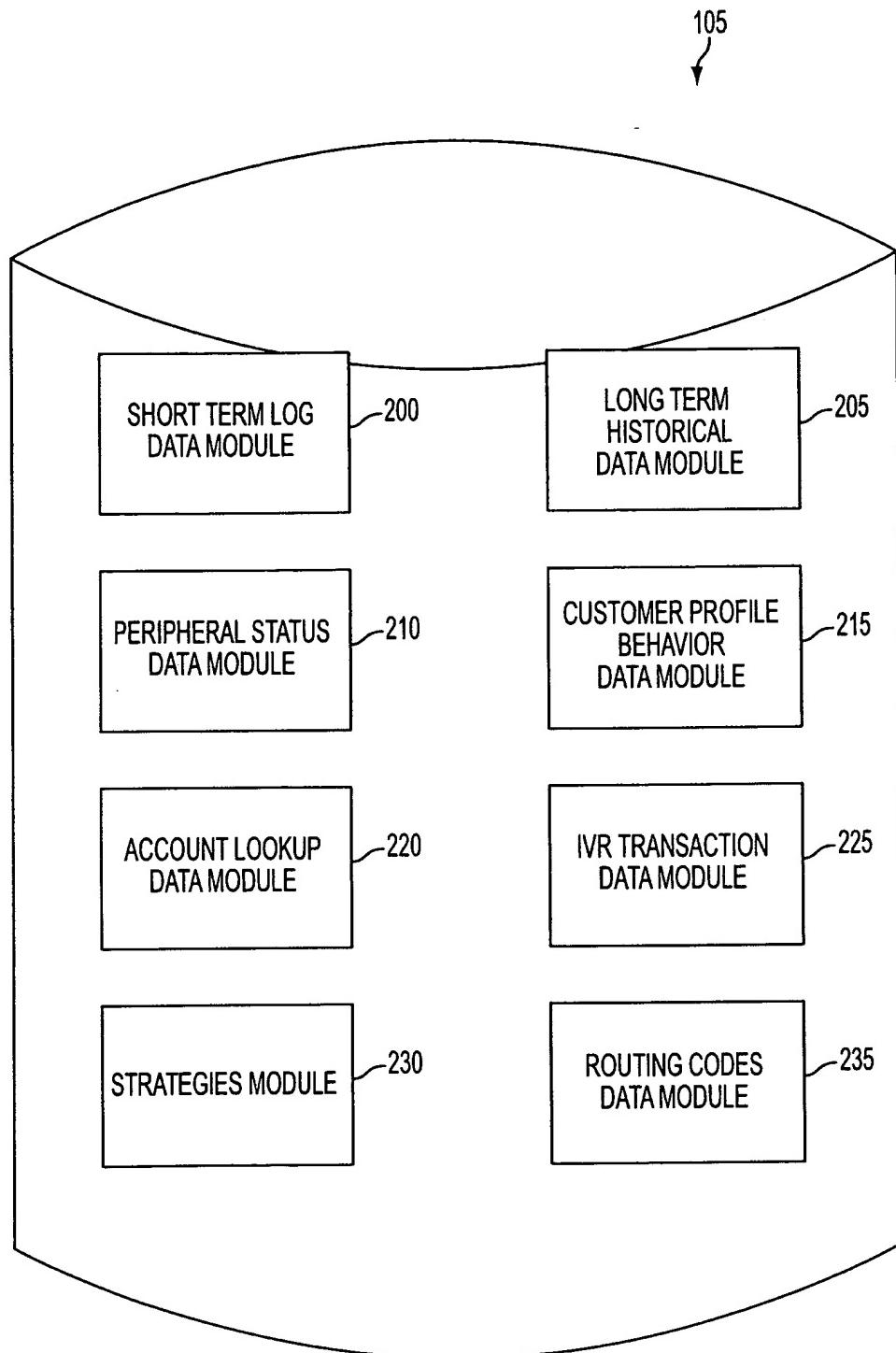


FIG. 2

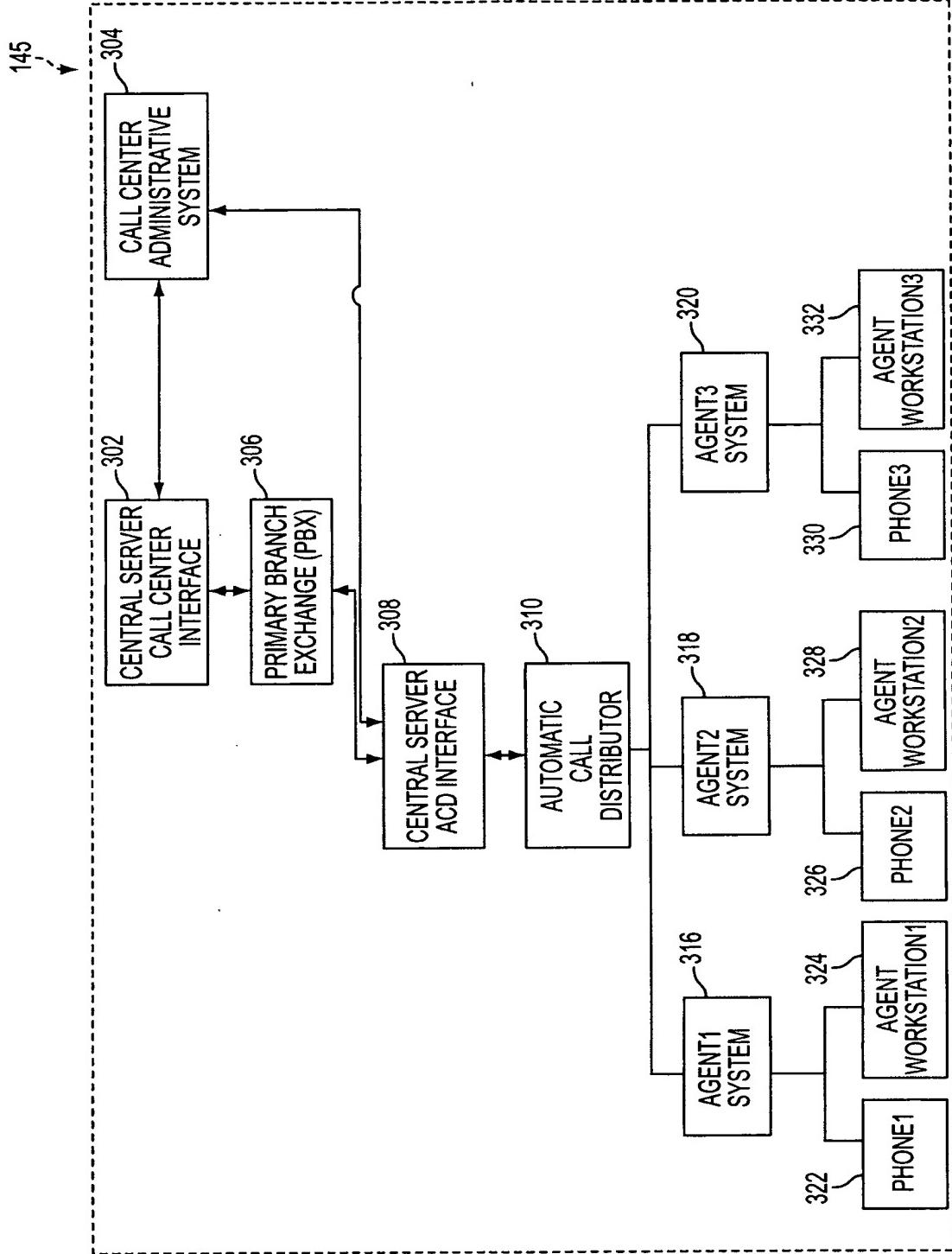


FIG. 3

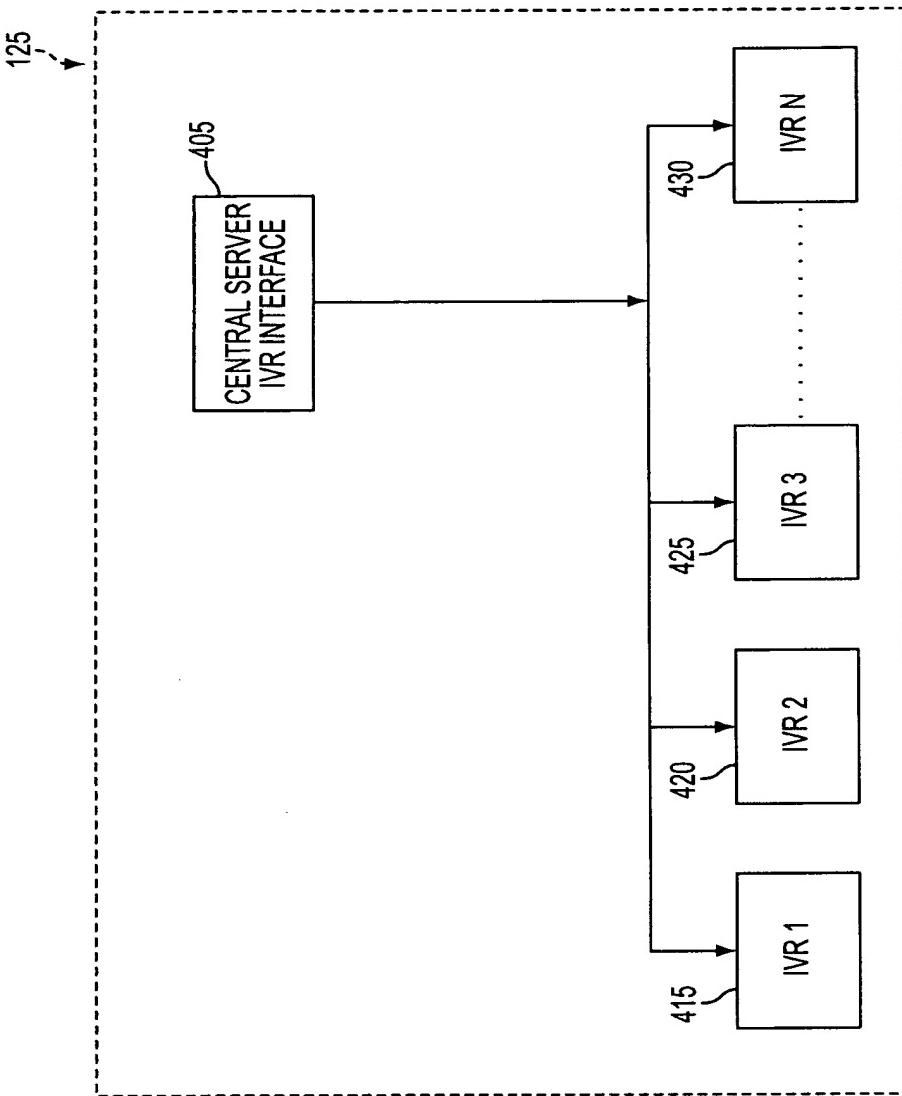
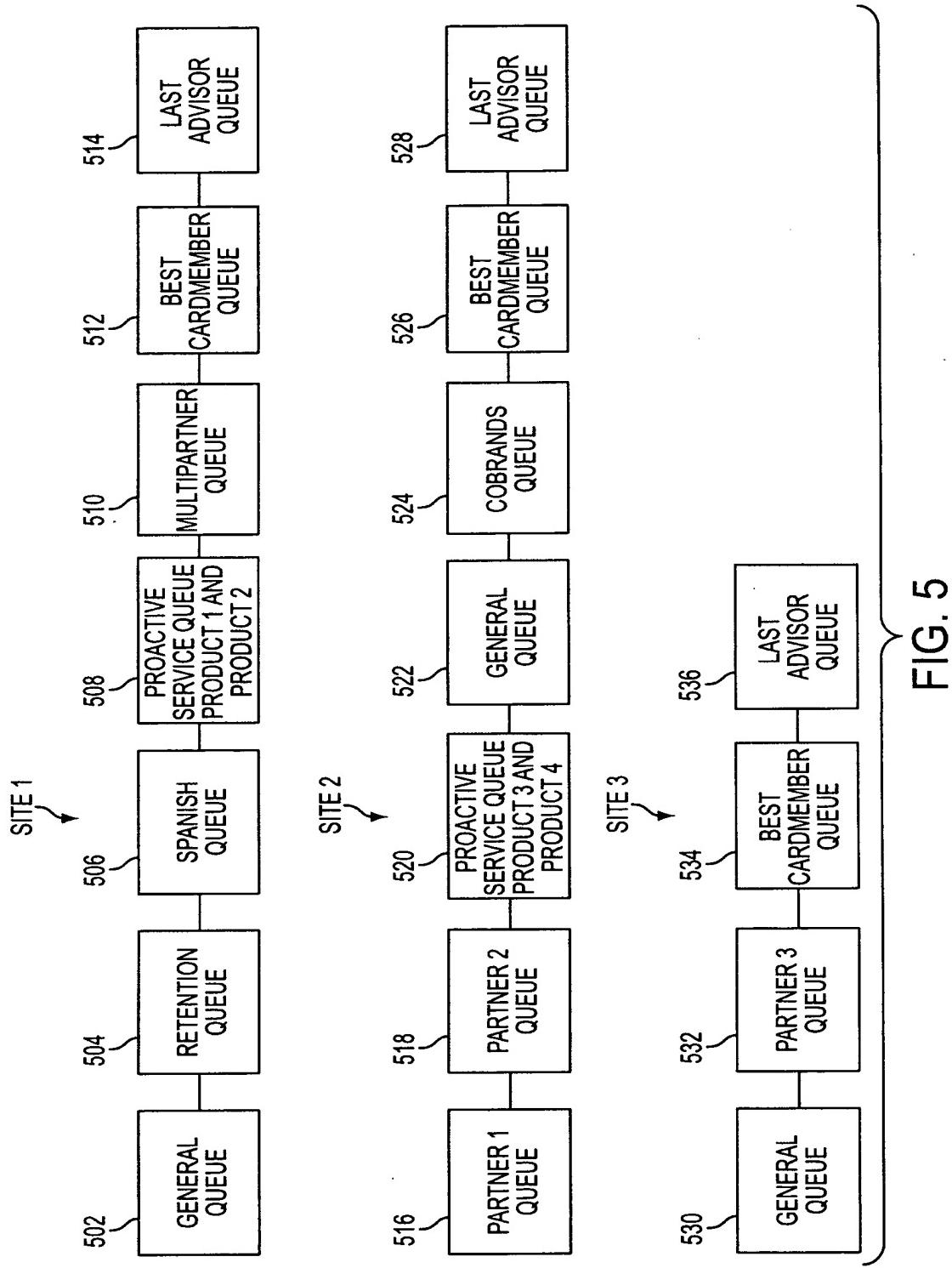


FIG. 4



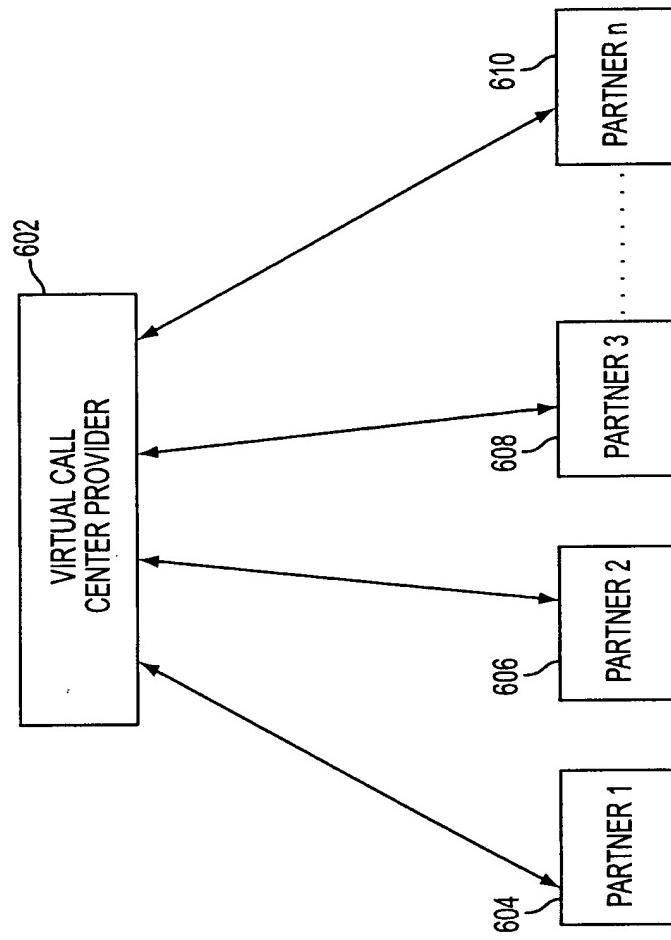


FIG. 6

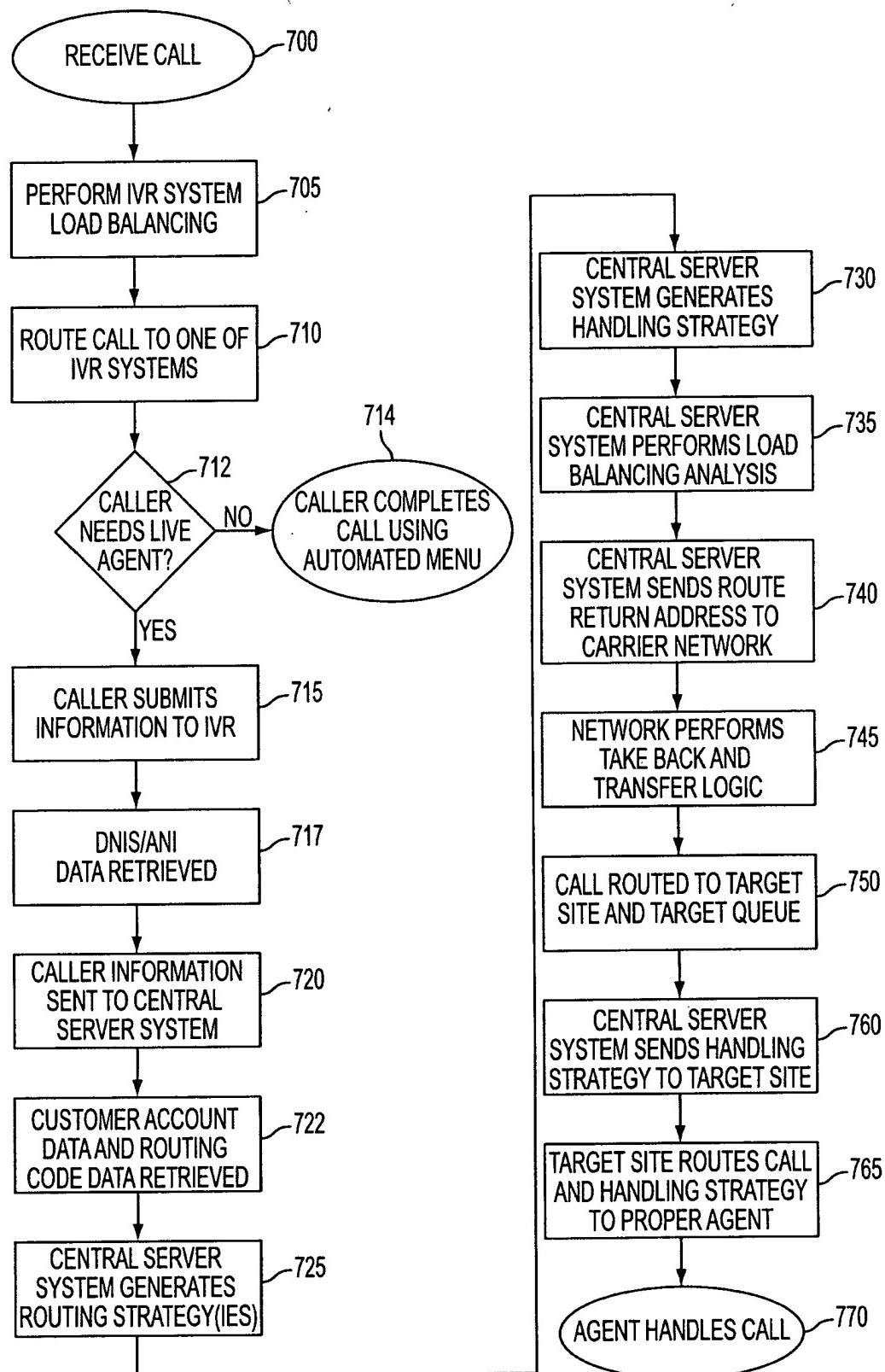


FIG. 7

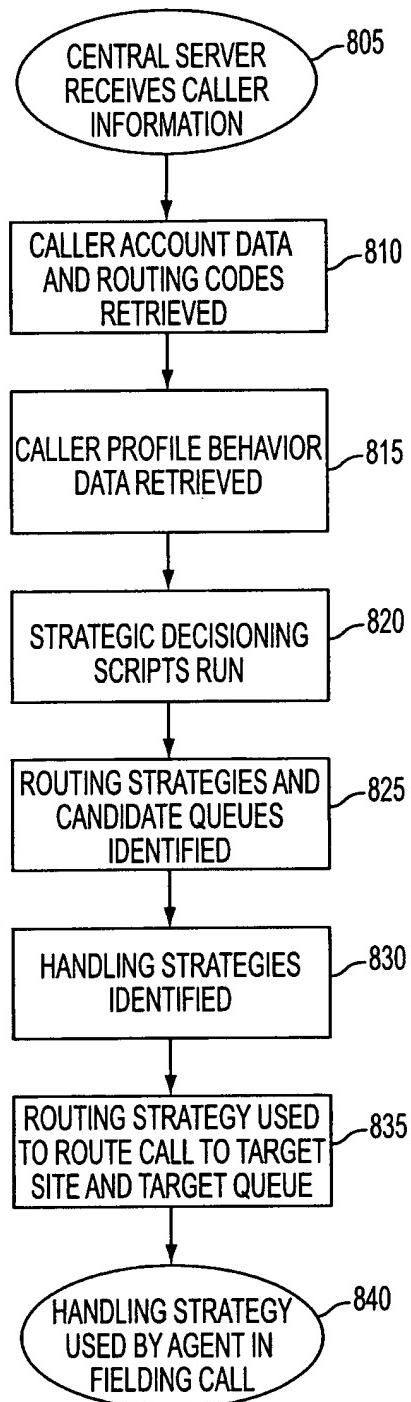


FIG. 8

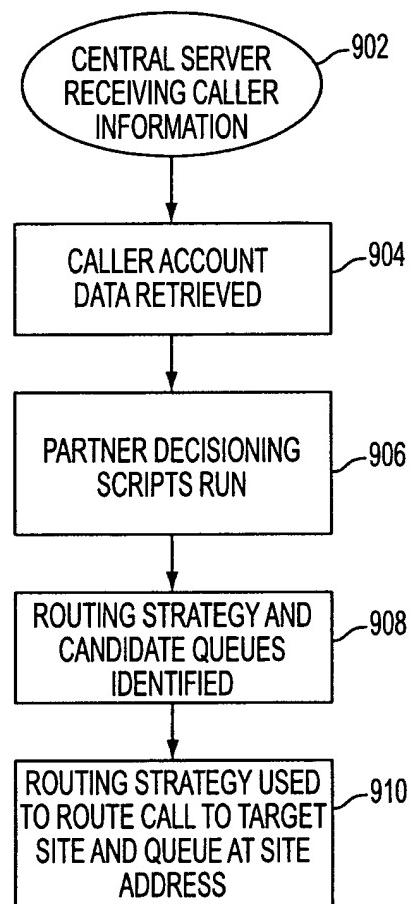


FIG. 9

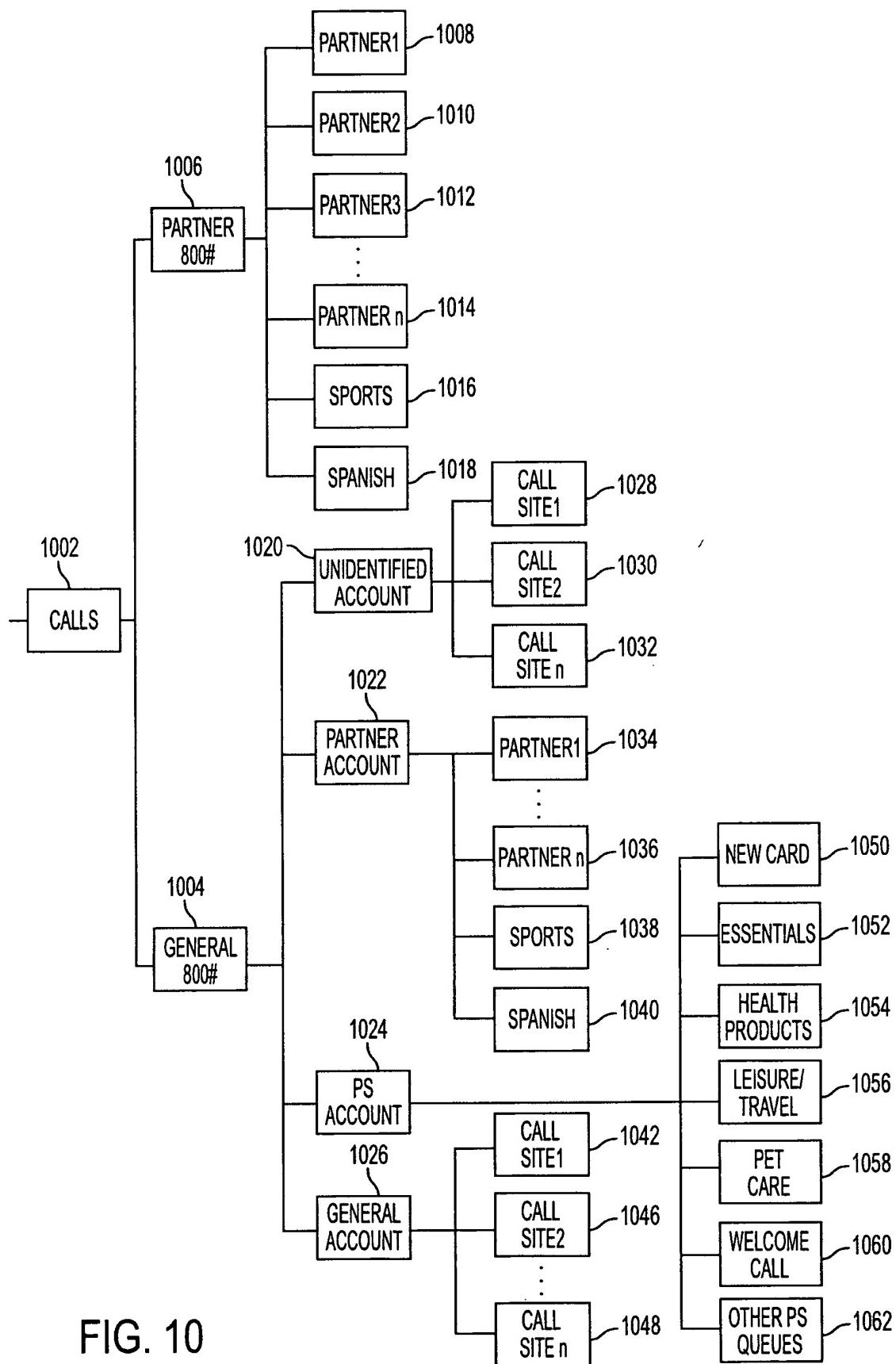


FIG. 10

Title of Invention: System and Method of Intelligent Call Routing for Cross Sell Offer ...

Call Routing for Cross Sell Offer ...
Inventor's Name: Lizi MA et al.

Application No.: To Be Assigned

Attorney Docket No.: 47004.000280

Attorney Docke
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FIG. 1

1110

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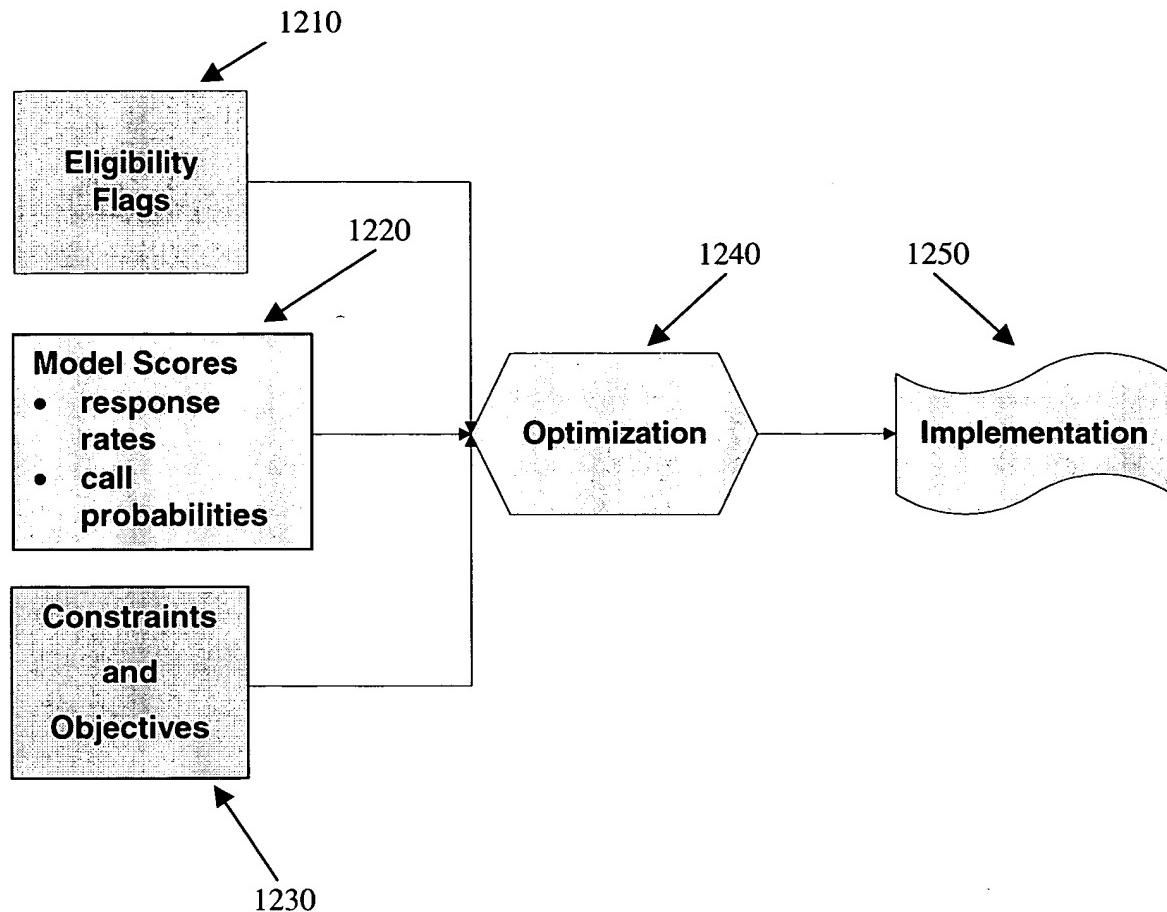


FIG. 12

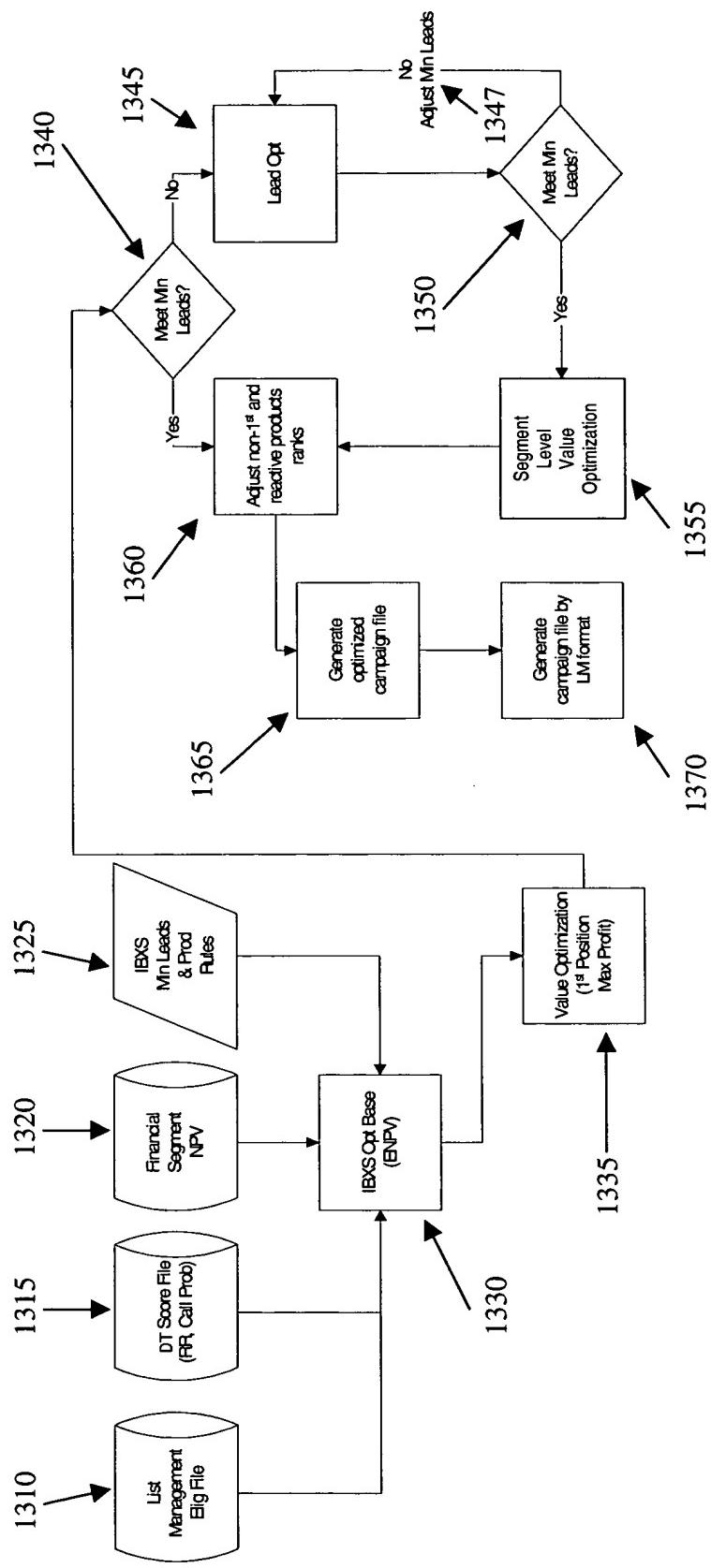


FIG. 13

The table below is a "Decision Variables" table extracted from the document. It shows data for various segments across different categories (FP, HE, PVG, COR) and includes a "Mean ENPV" column.

Eligibility Segment		Data				Decision Variables				Mean ENPV					
FP	HE	PVG	COR	Freq	Call Prob	FP	HE	PVG	COR	Sum	FP	HE	PVG	COR	Sum
0	0	0	0	26,593,119	5.51%	-	-	-	-	-	\$ -	\$ -	\$ -	\$ -	-
0	0	0	1	219,297	8.52%	-	-	-	-	219,297	\$ -	\$ -	\$ -	\$ 0.08	17,962
0	0	1	0	542,156	6.28%	-	-	-	-	542,156	\$ -	\$ -	\$ 0.12	\$ -	62,886
0	0	1	1	2,752,114	4.68%	-	-	1,745,908	980,703	2,726,611	\$ -	\$ -	\$ 0.07	\$ 0.04	171,425
0	1	0	0	1,509,598	6.79%	-	1,509,598	-	-	1,509,598	\$ -	\$ 0.48	\$ -	\$ -	722,622
0	1	0	1	69,281	9.42%	-	69,281	-	-	69,281	\$ -	\$ 0.43	\$ -	\$ 0.09	29,919
0	1	1	0	155,271	8.66%	-	155,271	-	-	155,271	\$ -	\$ 0.37	\$ 0.16	\$ -	58,166
0	1	1	1	2,846,775	8.22%	-	1,734,839	1,111,936	-	2,846,775	\$ -	\$ 0.33	\$ 0.14	\$ 0.08	722,059
1	0	0	0	291,641	9.94%	291,641	-	-	-	291,641	\$ 0.28	\$ -	\$ -	\$ -	82,755
1	0	0	1	41,028	10.69%	41,028	-	-	-	41,028	\$ 0.25	\$ -	\$ -	\$ 0.11	10,287
1	0	1	0	868,290	9.38%	868,290	-	-	-	868,290	\$ 0.33	\$ -	\$ 0.23	\$ -	285,956
1	0	1	1	1,006,779	8.16%	1,006,779	-	-	-	1,006,779	\$ 0.23	\$ -	\$ 0.17	\$ 0.09	232,410
1	1	0	0	30,310	8.45%	-	30,310	-	-	30,310	\$ 0.25	\$ 0.99	\$ -	\$ -	29,987
1	1	0	1	100,036	11.20%	100,036	-	-	-	100,036	\$ 0.32	\$ 0.66	\$ -	\$ 0.11	31,962
1	1	1	0	251,246	10.76%	-	251,246	-	-	251,246	\$ 0.27	\$ 0.80	\$ 0.19	\$ -	200,645
1	1	1	1	5,841,681	10.35%	2,592,226	3,249,455	-	-	5,841,681	\$ 0.26	\$ 0.67	\$ 0.19	\$ 0.10	2,841,601
				43,118,622	6.60%	4,900,000	7,000,000	3,400,000	1,200,000	Opt Lead	\$ 0.27	\$ 0.54	\$ 0.10	\$ 0.05	5,500,644
						4,900,000	7,000,000	3,400,000	1,200,000	Min Lead					

FIG. 14

1400

1450

From List Management				Scores				Profit Measures				Objective Function				Output			
Account #	Eligibility			Behavioral Segment	Call Probability	Response Scores		NPV values	FP	HE	PVG	NPV	FP	HE	PVG	FP	HE	PVG	
	FP	HE	PVG			FP	HE												
xxxx5046	1	0	1	BLEND	34.32%	4.37%	8.17%	23.85%	105.83	51.18	26.76	1.586	0.000	2.190	1	0	2		
xxxx1657	0	1	1	BLEND	35.46%	7.25%	7.44%	23.48%	105.83	51.18	26.76	0.000	1.351	2.228	0	2	1		
xxxx7459	0	1	1	BLEND	32.51%	4.29%	7.35%	23.48%	105.83	51.18	26.76	0.000	1.222	2.043	0	2	1		
xxxx0080	0	1	1	BLEND	22.94%	2.89%	10.92%	34.58%	105.83	51.18	26.76	0.000	1.281	2.122	0	2	1		
xxxx1322	1	1	1	EMOB	44.77%	2.24%	20.10%	5.14%	32.36	148.72	8.43	0.324	13.381	0.194	3	1	4		
xxxx5650	0	1	1	BLEND	31.30%	7.98%	7.36%	26.56%	105.83	51.18	26.76	0.000	1.179	2.225	0	2	1		
xxxx6396	1	1	1	BLEND	27.74%	4.67%	9.92%	27.55%	105.83	51.18	26.76	1.370	1.408	2.045	3	1	2		
xxxx4506	0	1	1	BLEND	35.43%	1.93%	14.84%	21.56%	105.83	51.18	26.76	0.000	2.692	2.045	0	2	1		
xxxx9484	0	1	1	BLEND	27.41%	5.56%	10.20%	29.75%	105.83	51.18	26.76	0.000	1.431	2.182	0	2	1		
xxxx4972	1	1	1	BLEND	37.96%	2.81%	22.16%	20.05%	105.83	51.18	26.76	1.130	4.306	2.037	3	1	2		
xxxx4402	0	1	1	BLEND	28.90%	8.52%	10.82%	25.94%	105.83	51.18	26.76	0.000	1.601	2.006	0	2	1		
xxxx5005	1	1	1	EMOB	45.30%	3.29%	19.40%	8.60%	32.36	148.72	8.43	0.482	13.070	0.328	2	1	4		
xxxx2804	0	0	1	BLEND	28.20%	3.55%	8.13%	28.99%	105.83	51.18	26.76	0.000	0.000	2.187	0	0	0		
xxxx8162	0	1	1	BLEND	26.35%	6.14%	12.84%	28.59%	105.83	51.18	26.76	0.000	1.732	2.016	0	2	1		
xxxx9159	1	1	1	BLEND	39.14%	17.58%	10.21%	11.15%	105.83	51.18	26.76	7.285	2.046	1.168	1	2	3		
xxxx4480	0	1	1	BLEND	34.92%	2.94%	11.48%	23.13%	105.83	51.18	26.76	0.000	2.051	2.161	0	2	1		
xxxx1804	1	0	0	BLEND	33.10%	21.41%	10.16%	8.13%	105.83	51.18	26.76	7.501	0.000	0.000	1	0	0		
xxxx7227	1	1	1	EMOB	34.76%	2.51%	25.30%	9.55%	32.36	148.72	8.43	0.283	13.078	0.280	2	1	3		
xxxx3574	1	1	1	EMOB	41.93%	2.82%	21.07%	8.53%	32.36	148.72	8.43	0.383	13.140	0.301	2	1	4		
xxxx6964	0	1	1	BLEND	25.52%	27.18%	7.15%	11.86%	105.83	51.18	26.76	7.342	0.934	0.810	1	2	3		
Total leads position 1												4	6	9					
Min. lead constraints												6MM	5MM	4MM					

FIG. 15

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